

IN THE CLAIMS:

1. **(Currently Amended)** A method of transmitting ~~a tune~~ an alert message from a first mobile wireless device to a second mobile wireless device, the first mobile wireless device comprising a first media player and the second mobile wireless device comprising a second media player ~~a first media player to a second media player~~, the method comprising:
 - (a) presenting broadcast content to a first user of the first media player;
 - (b) generating at the first media player ~~a tune~~ the alert message formatted to reconfigure the second media player to provide the broadcast content to a second user of the second media player; and
 - (c) transmitting the ~~tune~~ alert message from the first media player to the second media player to provide the broadcast content to a the second user of the second media player.
2. **(Original)** The method of claim 1, wherein the tune alert message comprises at least one content selection configuration parameter of the first media player.
3. **(Original)** The method of claim 1, wherein the content comprises audio content received from a radio broadcast source.
4. **(Original)** The method of claim 1, wherein the content comprises audio-visual content received from a video broadcast source.
5. **(Original)** The method of claim 1, wherein the tune alert message comprises an identification of a content source.
6. **(Original)** The method of claim 5, wherein the tune alert message further comprises profile information to characterize the broadcast content.
7. **(Original)** The method of claim 1, wherein (c) comprises transmitting the tune alert message from the first media player to a message server.
8. **(Currently Amended)** A method of adjusting a configuration of a mobile wireless device media player to receive broadcast content, the mobile wireless device comprising a media player, the method comprising:

- (a) receiving at the media player ~~a tune~~ an alert message formatted to reconfigure the media player to provide the broadcast content to a user of the media player;
- (b) presenting the ~~tune~~ alert message to ~~a~~ the user of the media player; and
- (c) reconfiguring the media player to process the broadcast content.

9. **(Original)** The method of claim 8, further including: after (b) receiving an input from the user accepting or denying the tune alert message; and wherein (c) comprises reconfiguring the media player to process the broadcast content only when the user accepts the tune alert message.

10. **(Original)** The method of claim 8, wherein the tune alert message comprises configuration parameters of another media player.

11. **(Original)** The method of claim 8, wherein the content comprises audio content received from a radio broadcast source.

12. **(Original)** The method of claim 8, wherein the content comprises audio-visual content received from a video broadcast source.

13. **(Original)** The method of claim 8, wherein the tune alert message comprises an identification of a content source.

14. **(Original)** The method of claim 8, further including before (b):
comparing at least one parameter of the tune alert message to at least one preference parameter provided by a user of the media player.

15. **(Original)** The method of claim 8, wherein the broadcast content comprises promotional content.

16. **(Currently Amended)** A mobile wireless device ~~media~~ player configured to receive messages and broadcast content, the mobile wireless device ~~media~~ player comprising:

- a media player comprising:
 - a communication module that receives a message identifying a source of broadcast content;

a tuner that is adjustable to process content received from a plurality of different sources of broadcast content; and

a ~~tune~~ an alert module configured to adjust the tuner to process content received from the ~~content~~ source of the broadcast content identified in the message.

17. **(Original)** The receiver of claim 16, wherein the tuner processes radio content.

18. **(Original)** The receiver of claim 16, wherein the tuner processes video content.

19. **(Original)** The receiver of claim 16, wherein the tuner process multimedia content.

20. **(Currently Amended)** A computer-readable medium containing computer-executable instructions for causing a first mobile wireless device comprising a first media player to perform the steps comprising:

(a) presenting broadcast content to a first user of the first media player;
(b) generating at the first media player ~~a~~ an alert message that may be used to reconfigure a second media player to provide the broadcast content to a second user of the second media player; and

(c) transmitting the ~~tune~~ alert message from the first media player to the second media player to provide the broadcast content to a the second user of the second media player.

21. **(Currently Amended)** A mobile wireless device ~~media player~~ comprising:

a media player comprising:

a means for selecting content to present to a user; and

a means for transmitting tuning information that corresponds to the content and is formatted to be used to tune a remote device.

22. **(Original)** A mobile terminal comprising:

a transceiver module that sends and receives messages;

a tuner module configurable to select broadcast content;

a tune alert module coupled to the tuner module and the transceiver module, the tune alert module generating tune alert messages that are formatted to adjust a tuner module of another mobile terminal; and

an audio/video generation module for receiving the broadcast content from the tuner and providing audio and video signals to output devices.

23. **(New)** The method of claim 1, further comprising:

(d) receiving, from another mobile wireless device, a received alert message that contains at least one broadcast parameter, the at least one broadcast parameter specifying a source of another broadcast content; and

(e) tuning the first media player to the source of the other broadcast content in accordance with the at least one broadcast parameter.

24. **(New)** The method of claim 1, wherein the broadcast content is received over a first communications channel and wherein the alert message is transmitted over a second communications channel.

25. **(New)** The method of claim 8, wherein the alert message contains at least one broadcast parameter that specifies a source of the broadcast content, and wherein (c) comprises:

(i) tuning the media player to the source of the broadcast content in accordance with the at least one broadcast parameter.

26. **(New)** The method of claim 25, wherein the alert message includes an action option parameter, and wherein (i) comprises:

(1) if the media player receives a user input in concert with the action option parameter, tuning the media player to the broadcast source.

27. **(New)** The method of claim 25, wherein the media player automatically tunes to the broadcast source.

28. **(New)** The method of claim 8, wherein the broadcast content is received over a first communications channel and wherein the alert message is received over a second communications channel.

29. (New) The computer-readable medium of claim 20, wherein the computer-executable instructions cause the first wireless device to perform the steps comprising:

(d) receiving, from another mobile wireless device, a received alert message that contains at least one broadcast parameter, the at least one broadcast parameter specifying a source of another broadcast content; and

(e) tuning the first media player to the source of the other broadcast content in accordance with the at least one broadcast parameter.

30. (New) The mobile wireless device of claim 21, wherein the media player further comprises:

a means for receiving received tuning information from another mobile wireless device, the received tuning information corresponding to another broadcast content; and

a means for tuning to a source of the other broadcast content in accordance with the received tuning information.